

Job description

Membership Development Manager (Own Art & Take it away)

Hours:	5 days per week (35 hours)
Starting salary:	£28,000 per annum plus benefits
Reports to:	Head of Finance and Operations
Line manager for:	N/A

About Creative United

Creative United is a Community Interest Company that provides a range of financial products and services designed to enable the growth and development of the UK's cultural and creative industries.

The company was established in 2012 with the support of Arts Council England and is based at Somerset House in Central London. Our mission is to build a sustainable and resilient creative economy, making the arts accessible to all.

Our services

We currently run two consumer credit programmes, which promote greater engagement with music and the visual arts through the provision of interest free loans.

- [Own Art](#) – which enables people to purchase works of contemporary art or craft on interest free credit through a network of nearly 300 member galleries across England, Scotland and Northern Ireland
- [Take it away](#) – which enables young musicians aged 18-25 or someone buying for someone under the age of 18 to purchase musical instruments or technology on interest free credit through a network of musical instrument retailers in England and Northern Ireland

Membership Development Manager (Own Art & Take it away)

Purpose of the job

Responsible for the effective delivery of both programmes through the recruitment training and support of a diverse network of Contemporary Art Galleries and Music Retailers.

The role is accountable for driving up membership participation across both programmes and engaging the existing network in order to maximise the sales potential for both schemes. This will be achieved through; selling in the programmes to potential members and motivating existing members through advice, training and other incentives.

Crucially, this role will be target focussed and responsible for achieving agreed KPIs for membership numbers and positive feedback from the network. The role will need to be able to analysis and react to sales data and management information to drive forward performance in both programmes.

Principal tasks

- To be responsible for managing a network of galleries and retailers, from recruitment and training through to ongoing support, making sure that every member has the ability to maximise their sales through offering our products
- To work closely with the Strategic Relationship Manager to agree and deliver on, the strategic recruitment of retailers balancing both social and commercial objectives driving up the number of members across both programmes
- To identify, approach and convert potential prospects for membership
- To oversee the processes for applications of new members and the annual renewals of existing members working closely with the Programmes Assistant to ensure efficient and timely processes
- To oversee, and where necessary undertake, the assessment of prospective members through mystery shop visits. Working closely with the Programmes Assistant manage the recruitment and administration of a network of Freelance Assessors
- To undertake visits to new and existing members to advocate for the programmes and to motivate retailers to maximise sales
- Working closely with the Finance and Operations team, to ensure that invoices for application and membership fees are sent out in a timely manner and to pursue outstanding payments
- Work with the Strategic Relationship Manager to produce a suite of benefits for the membership network
- To undertake such further duties as may be reasonably required in order to meet the needs of the business
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Accountabilities of the role:

- Proactive recruitment of members to our networks
- Managing ongoing relationships with existing members
- Administrating paid membership applications and renewals
- Providing training and resources
- Responding to and supporting the needs of the network

Candidate Profile

- *Target driven* – You thrive in an environment which has ambitious targets and be able to plan and deliver strategies to achieve them. You will respond positively to challenges as they arise and have a focussed attitude to achieving success
- *Team Player* - You must be able to work collaboratively with colleagues across the organisation, sharing knowledge and supporting the learning and development of the team as a whole.
- *Understanding of the arts, cultural and creative industries* - You must be sensitive to the needs of the creative sector and working in a not-for-profit organisation. You must be able to balance a commercial approach with an appreciation of the needs, challenges and personalities of the creative sector.
- *Understanding of retail and consumer credit markets* – You will understand the principles of running a retail business and the role of consumer credit as a tool for driving up sales and developing customer relationships.
- *Solutions focused customer service* – You will relish a challenge and enjoy finding solutions to issues and queries as they arise
- *Strong Communicator* – You will be able to “sell” both programmes, not only to prospective members but to the network as a whole and champion both the commercial and social benefits of the programmes
- *Time management* – You will have strong organisational and time management skills, enabling you to work to deadlines whilst managing multiple priorities. You will have an eye for detail and able to act quickly to identify and fix problems and issues as they arise.

Skills & Experience Required

Essential	Desirable
At least 2 years demonstrable experience working in a membership, fundraising or sales focussed role, ideally within the creative sector	Experience working within a commercial gallery or music retail sector using retail finance as a sales tool
Experience in Microsoft Office Applications (Outlook, Word, Excel, PowerPoint)	Experience of using a CRM such as thankQ or Salesforce
Proven track record of working in a results driven environment and achieving success against an agreed set of targets	Experience of having devised and delivered sales strategies working with a team of marketing professionals
Experience of delivering excellent customer service, ideally to a network of businesses with differing needs and circumstances	Some experience working with B2B and B2C communications
Experience interpreting and analysing sales data and management information to inform strategic decision making to maximise the commercial or social return of a project or programme of work	Skills in Market Research and proven experience in growing a products brand, sales or market presence through relationship management.
Excellent written and verbal communication skills with an ability to establish and maintain positive relationships with a variety of stakeholders	

Other requirements

- Willingness to travel
- Occasional evening and weekend hours required (for which time off in lieu may be taken)



To apply

Please send us your CV along with a covering letter setting out your suitability for the role with reference to the candidate profile.

Applications should be submitted by email and addressed to:

Mary-Alice Stack
Chief Executive
Creative United
Somerset House
London WC2R 1LA

info@creativeunited.org.uk

Closing date: **Friday 22 February 2019, 12:00noon**

Interviews are expected to take place on **Monday 4 March 2019**.